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To: Mayor and Council

From: Susan Gwiasda, Public Relations Officer

Date: March 5, 2013

Subject: Resident Satisfaction Survey 2013

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2013 Resident Satisfaction Survey. This will be the 31st year of the survey, which includes mostly benchmarking questions. Each year, a small amount of space is reserved for a current issue question(s) to be added.

In 2012, we added technology questions to the benchmarking portion of the survey under the category of Public Information. This included questions on Smart Phone, tablet, and Internet capabilities, as well as participation in social media. These questions will continue on future surveys. The current issue question from 2013 examined responses to economic development. Those questions are shown below:

A. For which of the following developments do you want to see tax dollars for subsidies used to promote economic development? (Circle ONE response)

1. Expanding existing business
2. Developing new business
3. Both
4. Neither

B. If the City provides tax dollars as incentive for economic development, in what area of the town should these funds be used? Please rank the following numerically with 1 as the first priority and 6 (or 7) as the last priority.

- _____ Downtown
- _____ Campustown
- _____ South Duff Avenue
- _____ Southeast 16th Street
- _____ North Grand Mall
- _____ Somerset
- _____ Other (please specify _____)

Based on your discussions throughout the year, there are several potential topics for additional survey questions. We are now at the point where we need a Council consensus on any new questions to be explored.

Potential topics from the past year include the following:

- Based on data presented at the Mary Greeley Hospital annual meeting, questions could be asked about community health concerns:
 - Binge Drinking
 - Obesity
- A question could explore how residents get to work/modes of commuting.
- Yard Waste Free Day questions could explore who uses these events, improvements needed, and possible alternatives for yard waste disposal
- We could seek public feedback regarding use of and perceived need for continued tax funded public WiFi hot spots at outdoor locations (currently Tom Evans Plaza, Hunziker Youth Sports Complex, Campustown Court & Brookside Park).
- Other topics you may identify.